Correction of the test

**Blog comment on Simon’s blog post by Stevan Vlajic**

A few hours ago, I read your blog post about the topic the market really target kids and teenagers ethically.

To answer your question, I think it is helpful to give you a little view of the advertising techniques companies use to get Austrian children to buy their products.

A few years ago, there was a very popular company called Toys are Us. They used to create colourful toy advertisements. I can not think of any ad of them without a fancy theme music and I think that is the way, how they trick little children into wanting their toys. They also gave their illustrated catalogues with all their new products in it, to little children. Other Austrian companies use the same techniques to get children to buy their products.

First of all, it is important to mention that companies which produce ads especially targeting children also have to pay their bills. But on the other hand, it is also well known that this kind of advertising seems to manipulate the younger target group. In my opinion ads targeting children are a good marketing technique but if these ads try to manipulate the children, they must get banned.

Speak with the children about advertising in general and about its bad habits and manipulative tricks. Another way to get the children aware of the fact that the world is not a happy place and that nearly everybody wants to make profit out of you.

In summary, I think the main things that were mentioned in the blog comment are that many companies want to make profit without thinking about the consequences for people, and that it is really important to clarify the ethical focus of the market on teenagers and children in general.